£100308 **Orders** Order / Rev: Alt Order #: 06809912 Product Desc: NRSC 2012 Estimate: Flight Dates: 10/17/12 - 10/23/12 Primary AE: Amy McCreary Original Date / Rev: 04/13/12 / 07/03/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: Strategic Media Services, Inc. **Buying Contact:** Billing Type: Cash Billing Contact: Billing Calendar: Broadcast 3299 K St. NW Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% MNational Republican Senatorial Comm Advertiser Name: Demographic: A35+ New Business Thru: **Product Codes:** PLI2,PLI1 Order Separation: 00:15:00 Priority: SELECT PRIORITY CODE Advertiser External ID: Revenue Codes: POLITICAL/AGY, PISSUE, GEN

D III	Plan
THE RES	Pian

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	114	\$86,250.00	\$73,312.50

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	114	\$86,250.00	\$73,312.50	0.00
Totals	114	\$86,250.00	\$73,312.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share	Share	Total
KSNV	31%	\$86,250.00
Market	100%	\$278,225.81

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	31%	\$86,250.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	17%	\$47,298.39
KTUD	1%	\$2,782.26
KVVU	17%	\$47,298.39
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN ·	3%	\$8,346.77

_	Ln	Ch	Start	End	Inventory Code	Break	Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type Spe	ots	Amount
•	E 1	KSNV	10/17/12	10/19/12	M-F 6-7a WakeUp v	//WagM	6-7a	~~WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
					M-F 6-7a WakeUp v	w/Wagners								
	١	NEWS												
		<u>Star</u>	t Date	End Date	Weekdays S	pots/Week	<u>Rate</u>	Rating						
	We	ek: 10/1	5/12	10/21/12	WTF	3	\$700.00	0.00						

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Order / Rev:

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809912

Product Desc:

NRSC 2012

KSNV

Flight Dates:

10/17/12 - 10/23/12

Estimate:

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 KSNV	10/17/1	2 10/19/12	M-F 6-7a WakeUp	•	6-7a	WTF	:30	3	\$700.001	0.00 NM	3	\$2,100.00
NEWS			M-F 6-7a WakeU	p w/vvagners								
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/21/12	WTF M-F 6-7a WakeUp	3	\$700.00 6-7a	0.00	.20		\$700 00 d	0.00 NM		•
	10/22/1	2 10/23/12	M-F 6-7a WakeU	•	0=7a	MT	:30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS	-4 D-4-	E1 D-4-	MA - Inda.	0 1 444 1	Б. /							
<u>કાર</u> Week: 10	art <u>Date</u> /22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$700.00	<u>Rating</u> 0.00						
E 3 KSNV			Today Show	CM	658a-9am	MT	:30	4	\$900.001	0.00 NM	4	\$3,600.00
TODAY	,		Today Show									·
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10		10/28/12	MT	4	\$900.00	0.00						
E 4 KSNV	10/17/1	2 10/19/12	Today Show Today Show	СМ	658a-9am	WTF	:30	6	\$900.001	0.00 NM	6	\$5,400.00
TODAY	,	•	Today Officer									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	WTF M-F Today Show	II3rd HOM	\$900.00 9-10a	0.00 WTF	:30	3	\$425.001	0.00 NM	0	#4 07E 00
		2 10/10/12	M-F Today Show		3-10a	W1L	.30	3	\$425.00 I	0.00 NM	3	\$1,275.00
TODAY		E 15 (387 1 1	0 1 444 1	.	.						
<u> ১টে</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$425.00	RatIng 0.00						
**************************************			M-F Today Show		9-10a	MT	:30	2	\$425.001	0.00 NM	2	\$850.00
TODAY	,		M-F Today Show	II								
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12	MT	2	\$425.00	0.00						
E 7 KSNV	10/22/1	2 10/23/12	M-F Today Show Today 4th Hour	III 4th KBM	10am-11am	MT	:30	2	\$325.001	0.00 NM	2	\$650.00
TODAY	1		Today Hill Tiour									
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10 E 8 KSNV		10/28/12 2 10/19/12	MT M-F Today Show	III 4th FIM	\$325.00 10am-11am	0.00 WTF	:30	3	\$325.001	0.00 NM	3	\$0.75.00
		2 10/15/12	Today 4th Hour	III TOI KAN	TOdin-1 [dil]	W11	.50	3	φ323.00 i	U.UU INIW	J	\$975.00
TODAY		Final Data	164	C4-08(1-	D-4-	Datte -						
<u>513</u> Week: 10	art <u>Date</u> /15/12	<u>End Date</u> 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$325.00	<u>Rating</u> 0.00						
			Rachael Ray	СМ	11am-12pm	WTF	:30	6	\$325.001	0.00 NM	6	\$1,950.00
RR			Rachael Ray									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/21/12	W TF	6	\$325.00	0.00						
E10 KSNV	10/22/1	2 10/23/12	Rachael Ray Rachael Ray	CM	11am-12pm	MT	:30	4	\$325.001	0.00 NM	4	\$1,300.00
RR			raciiaei ray									
	art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10		10/28/12 2 10/23/12	MT Noon News	CM	\$325.00 12-1230pm	0.00 MT	:30	2	\$425.001	0.00 NM	2	\$850.00
		2 10/20/12	Noon News	OW	12-1200pm	PH	.50	2	⊕423.00 I	0.00 14141	2	\$000.00
NEWS		E- I B- I	384 1.4	0 1 444 1								
<u>Sta</u> Week: 10	art <u>Date</u> 1/22/12	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$425.00	Rating 0.00						
			Noon News	СМ	12-1230pm	WTF	:30	3	\$425.001	0.00 NM	3	\$1,275.00
NEWS			Noon News							ł		•
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 10	/15/12	10/21/12	WTF	3	\$425.00	0.00						
E13 KSNV	10/17/1	2 10/19/12		СМ	1230-1p	WTF	:30	3	\$325.001	0.00 NM	3	\$975.00

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Start

Advertiser:

Estimate:

Break Start/End Time

National Republican Senatorial Committee

Alt Order #: Flight Dates:

Ln Ch

06809912

10/17/12 - 10/23/12

End

Product Desc:

NRSC 2012

Days

KSNV

The Agenda 1230pm **AGENDA** Start Date End Date

Weekdays Spots/Week <u>Rate</u> Rating

--WTF--Week: 10/15/12 10/21/12 \$325.00 0.00 E 14 KSNV 10/22/12 10/23/12

Inventory Code

The Agenda 1230pm

The Agenda 1230pm CM 1230-1p

AGENDA

Start Date **End Date** Weekdays Spots/Week Rate Rating MT----Week: 10/22/12 10/28/12

The Doctors

DRS

Start Date End Date

Weekdays

Week: 10/22/12 10/28/12

E 16 KSNV 10/17/12 10/19/12 The Doctors

DRS

Start Date **End Date Weekdays**

Week: 10/15/12 10/21/12 E 17 KSNV 10/17/12 10/19/12

Dr Phil

PHIL

Start Date

Week: 10/15/12 10/21/12 --WTF-

E 18 KSNV 10/22/12 10/23/12 Dr. Phil

Dr Phll **PHIL**

Start Date **End Date** 10/28/12 Week: 10/22/12

E 19 KSNV News 3 at 4

NEWS Start Date

E20 KSNV 10/17/12 10/19/12

News 3 at 4

NEWS

Start Date End Date

Week: 10/15/12 10/21/12 E21 KSNV 10/17/12 10/19/12 News 3 at 430pm

NEWS End Date

Start Date

--WTF--Week: 10/15/12 10/21/12 E22 KSNV 10/22/12 10/23/12 News 3 at 430pm

News 3 at 4:30PM

NEWS

Start Date End Date Week: 10/22/12 10/28/12 MT----E 23 KSNV 10/22/12 10/23/12

NEWS

Start Date End Date MT----Week: 10/22/12 10/28/12 \$1,100.00

E 24 KSNV 10/17/12 10/19/12 M-F Early News

NEWS

Start Date **End Date** Weekdays Spots/Week -WTF--Week: 10/15/12 10/21/12 3 \$1,100.00 E 25 KSNV 10/17/12 10/19/12

657-730p

--WTF--

:30 3 \$1,200,003 0.00 NM

\$700.003

0.00 NM

3 \$3,600.00

Len Spots Rate Pri Rtg Type Spots Amount

MT----:30 2 \$325.001 0.00 NM 2 \$650.00

The Agenda 1230pm

\$325.00 0.00

E 15 KSNV 10/22/12 10/23/12 The Doctors CM 2pm-3pm MT----:30 \$325.001 0.00 NM 2 \$650.00

Spots/Week Rate Rating \$325.00 0.00

CM 2pm-3pm --WTF--:30 \$325.001 3 0.00 NM \$975.00 The Doctors

Spots/Week Rate Rating \$325.00 0.00

Dr. Phil CM 3-4p --WTF--:30 6 \$450.001 0.00 NM 6 \$2,700.00

End Date Weekdays Spots/Week Rate Rating 6 \$450.00 0.00

CM 3-4p MT----:30 \$450,001 0.00 NM \$1,800.00

Weekdays

Spots/Week Rate Rating \$450.00 0.00 MT----:30 \$700.003 0.00 NM \$1,400.00

10/22/12 10/23/12 News 3 at 4 CM 4-430p

> End Date Weekdays Spots/Week Rate Rating

10/28/12 Week: 10/22/12 MT----2 \$700.00 0.00 News 3 at 4 CM 4-430p --WTF--:30 3 \$700,003 0.00 NM 3 \$2,100.00

> Weekdays Spots/Week Rate Rating

--WTF--\$700.00 0.00 CM 430-5pm --WTF--:30 \$700.003 0.00 NM

News 3 at 4:30PM

Weekdays 1 1 2 1 Spots/Week Rate Rating

\$700.00 0.00 CM 430-5pm

CM

Weekdays Spots/Week Rating Rate \$700.00 0.00 0.00 NM

MT----

:30

M-F Early News CM 5-630p MT-----:30 2 \$1,100.003 M-F Early News

Weekdays Spots/Week Rate Rating 0.00 M-F Early News CM 5-630p --WTF---:30 3 \$1,100.003 0.00 NM

> <u>Rate</u> Rating 0.00

3

2

2

3

\$2,100.00

\$1,400.00

\$2,200,00

\$3,300.00

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Order / Rev:

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Advertiser:

National Republican Senatorial Committe

Alt Order #:

06809912

Product Desc:

NRSC 2012

Flight Dates: 10/17/1

10/17/12 - 10/23/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code	Break	Start/End Ti	me Days	Len Sp	ots Rate Pri	Rtg Type S	pots	Amount
			M-F Jeopardy M-F Jeopardy								
JEP			W- Seopardy								
<u>Sta</u> Week: 10	art <u>Date</u> /15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 3	<u>Rate</u> \$1,200.00	Rating 0.00			1		
E 26 KSNV	10/22/1	2 10/23/12	M-F Jeopardy	СМ	657-730p	МТ	:30	2 \$1,200.003	0.00 NM	2	\$2,400.00
(EB			M-F Jeopardy								•
JEP	out Data	Cad Data	Ma alalana	0 = 1 = 0.01 - = 1 -	D-t-	D ()					
Sta Week: 10	art Date	End Date 10/28/12	<u>Weekdays</u> MT	Spots/Week	<u>Rate</u> \$1,200.00	Rating 0.00					
E 27 KSNV				CM	730-758pm	MT	:30	2 \$1,200.003	0.00 NM	0	#D 400 D0
LZI KONY	1012211	2 10/20/12	M-F Wheel of For		700-700piii	M1	.50	2 \$1,200.003	0.00 14141	2	\$2,400.00
WHEE	L										
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10.		10/28/12	MT		\$1,200.00	0.00					
E28 KSNV	10/17/1	12 10/19/12	M-F Wheel	СМ	730-758pm	WTF	:30	3 \$1,200.003	0.00 NM	3	\$3,600.00
WHEE	I		M-F Wheel of For	rtune							
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/21/12	WTF		\$1,200.00	0.00					
E 29 KSNV	10/17/1	2 10/19/12	M-F News 3 at Ele	***	11pm-1135pr	nWTF	:30	3 \$1,100.003	0.00 NM	3	\$3,300.00
			M-F News 3 at El	even						-	40,000,00
NEWS											
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10	******	10/21/12	WTF		\$1,100.00	0.00				_	
E30 KSNV	10/22/1	12 10/23/12	M-F News 3 at Ele M-F News 3 at El		11pm-1135pr	m MT	:30	2 \$1,100.003	0.00 NM	2	\$2,200.00
NEWS			W- News Jac E	even					i		
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week; 10		10/28/12	MT	2	\$1,100.00	0.00					
E 31 KSNV	10/22/1	2 10/23/12	The Tonight Shov	v CM	1135p-1237a	MT	:30	2 \$450.003	0.00 NM	2	\$900.00
TONO	LIONA		Tonight Show								
TON S		End Data	Modelara	ChotoMin els	Dete	Detine					
<u>احد</u> Week: 10	art Date /22/12	<u>End Date</u> 10/28/12	<u>Weekdays</u> MT	Spots/Week 2	<u>Rate</u> \$450.00	Rating 0.00					
E 32 KSNV			The Tonight Shov		1135p-1237a		:30	3 \$450.003	0.00 NM	3	\$1,350.00
- 02 110111	10.11	12 (0/10/12	Tonight Show	· Om	1100p-12014	*****	.00	υ φτου.υυυ	0.00 14101	J	φ1,550.00
TON S	HOW		Ü								
	<u>art Date</u>	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/21/12	WTF	3	\$450.00	0.00					
E 33 KSNV	10/23/1	12 10/23/12	•	CM	8-10pm	-T	:30	1 \$3,600.001	0.00 NM	1	\$3,600.00
LOSEF	?		Tuesday Prime 8	-10pm							
	art Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	Rating					
Week: 10		10/28/12	-T		\$3,600.00	0.00					
		12 10/17/12	Wed PR 10-11p	СМ	10-11pm	W	:30	1 \$3,200.001	0.00 NM	1	\$3,200.00
			Wednesday Prim	ie 10-11pm	•					-	, -,
SVU				- / -				•			
	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating					
Week: 10		10/21/12	N		\$3,200.00	0.00		4050000			
E 35 KSNV	10/20/	12 10/20/12	News 3 Sunrise - News 3 Sunrise 8		6a-7a	S-	:30	1 \$350.003	0.00 NM	1	\$350.00
NEWS			NOWS J GUILISE (
	art Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating			1		
Week: 10		10/21/12	S-	1	\$350.00	0.00					
E 36 KSNV	10/20/	12 10/20/12	Saturday Today	СМ	7a-9am	S-	:30	1 \$600.003	0.00 NM	1	\$600.00
A	ODAN		Saturday Today								
SAT TO		Coal Dete	Mile electron	Om =4= 844 = =1	D-4-	D-M					
<u>St</u> : Week: 10	art Date	<u>End Date</u> 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$600.00	Rating 0.00					
·							-30	1 \$500.004	0.00 NM	4	\$500.00
E 37 KSNV				СМ	9am-930am	S-	:30	1 \$500.001	0.00 NM	1	\$50

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Advertiser:

National Republican Senatorial Committe

Alt Order #;

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Product Desc:

NRSC 2012

Flight Dates:

10/17/12 - 10/23/12

Estimate:

KSNV

Ln Ch	Start	End	Inventory Code		Start/End T	ime Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
			News 3 Today - S News 3 Today - S									
NEWS			nows o roddy - c	<i>y</i> -(1								
<u>Sta</u> Week: 10/	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> S-	Spots/Week 1	<u>Rate</u> \$500.00	<u>Rating</u> 0.00						
E38 KSNV	10/17/1	2 10/19/12	Face to Face w/ F		630-657pm	WTF	:30	2	\$900.001	0.00 NM	2	\$1,800.00
FACE			Face to Face w/ .	J.Raiston								
	<u>rt Date</u> 15/12	End Date 10/21/12	<u>Weekdays</u> WTF	Spots/Week 2	<u>Rate</u> \$900.00	Rating 0.00						
E 39 KSNV	10/17/1	2 10/19/12	Wake Up Early w/	Wagn 6 M	430a-5a	WT	:30	1	\$200.001	0.00 NM	1	\$200.00
EARLY			Wake Up Early W	/agners								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating				I		
Week: 10/	15/12	10/21/12	WT	1	\$200.00	0.00						
E40 KSNV	10/20/1	2 10/20/12		•	657-8pm	S-	:30	1	\$325.003	0.00 NM	1	\$325.00
WH/JEF	P		WKND Jeop/Whe	eel								
	rt Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-	1	\$325.00	0.00						
E 41 KSNV	10/20/1	2 10/20/12	•	CM	10-11pm	S-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
SVU			Saturday Prime 1	0-11pm								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/		10/21/12	S-		\$1,000.00	0.00						
E 42 KSNV	10/20/1	2 10/20/12	Sa-Su News 3 at 1		11 pm-1135p	mS-	:30	1	\$1,000.003	0.00 NM	1	\$1,000.00
NEWS			Sa-Su News 3 at	Eleven								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/	15/12	10/21/12	S-	1	\$1,000.00	0.00						
E43 KSNV	10/20/1	2 10/20/12	Saturday Night Liv		1130pm-1:0	2amS-	:30	1	\$1,400.001	0.00 NM	1	\$1,400.00
SNL			Saturday Night Li	ve	-							
<u>Sta</u>	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week; 10/		10/21/12	S-	1	\$1,400.00	0.00						
E 44 KSNV	10/21/1	2 10/21/12	News 3 Sunrise -		6a-7a	S	:30	1	\$350.003	0.00 NM	1	\$350.00
NEWS			News 3 Sunrise S	OUNDAT								
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	S	1	\$350.00	0.00						
E 45 KSNV	10/21/1	2 10/21/12	Sunday Today Sunday Today	CM	7a-8am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
SUN TO	DDAY		Sunday roday									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 10/		10/21/12	S	1	\$500,00	0.00			<u>-</u>			
E 46 KSNV	10/21/1	2 10/21/12	Meet the Press Meet the Press	CM	8a-9am	S	:30	1	\$1,300.001	0.00 NM	1	\$1,300.00
MTP			Wicci the Frees									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week; 10/		10/21/12	S		\$1,300.00	0.00						
E47 KSNV	10/21/1	2 10/21/12	News 3 Today Wk News 3 Today	and CM	9a-930am	S	:30	1	\$500.001	0.00 NM	1	\$500.00
NEWS			news o roday									
	rt Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/21/12	Chris Matthews 0	2044401	\$500.00	0.00			A=====			
⊏40 KSNV	10/27/1	2 10/21/12	Chris Matthews 9: Chris Matthews S		9:30a-10a	S	:30	1	\$500,001	0.00 NM	1	\$500.00
CM			Jimo Mutatono O	- 14 DIVVAIII								
	rt Date	End Date	Weekdays	Spots/Week	<u>Rate</u>	<u>Rating</u>						
Week: 10/		10/21/12	S	1	\$500.00	0.00	.00		40.500.000	0.05.111		
E 49 KSNV	10/21/1	12 10/21/12		CM	1P-9PM	S	:30	1	\$6,500.003	0.00 NM	1	\$6,500.00

Print Date: 07/03/12 15:30:58

Totals

114

\$86,250.00

Page 6 of 6 Order / Rev: 100308 Advertiser: National Republican Senatorial Committe Alt Order #: 06809912 Product Desc: NRSC 2012 **KSNV** Flight Dates: 10/17/12 - 10/23/12 Estimate: Ln Ch Start End Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount NFL Football NFL Football SNF Start Date End Date Weekdays Spots/Week Rate Rating Week: 10/15/12 10/21/12 1 \$6,500.00 0.00 E 50 KSNV 10/21/12 10/21/12 Sa-Su News 3 at ElevenCM 1 \$1,000.003 11pm-1135pm ----S :30 0.00 NM \$1,000.00 Sa-Su News 3 at Eleven **NEWS** Start Date End Date Weekdays Spots/Week Rating <u>Rate</u> ----S Week: 10/15/12 10/21/12 1 \$1,000.00 0.00